RSAC 2025 Conference

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One Community.

SESSION ID: PART4-R01

The Value That I Bring Is That I Don't Know Anything

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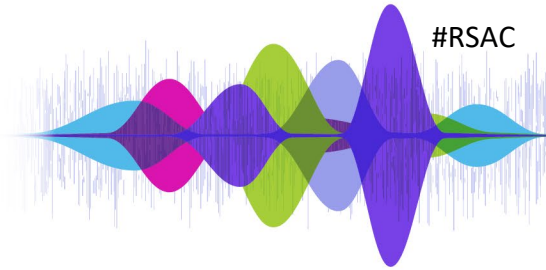

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The Value that I Bring is that I Don’t Know Anything…

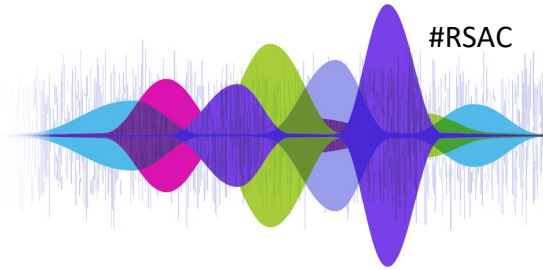
NICE FRAMEWORK WORK ROLE CATEGORIES

Source: NICE Framework Work Role Categories (v. 1.0.0)

Who is missing from my team?

We asked you…

- Do you feel the comms team understands the importance of security?
- How easy is it to share security-related messages to the org?
- Are you allowed to share security messages whenever necessary or are you restricted (i.e. to Cybersecurity Awareness Month)?
- Does your comms team support your security team in...
  - Tech changes
  - Training and awareness
  - Crisis comms
  - Events
  - Thought leadership
  - Partnership efforts



You said…

"Can we talk about being secure without trying to sell our stuff?"

"All the red tape and approvals before things are sent out!"

"The corp comms team is interested in providing 'feel good' comms only."

"I believe that they forgot the effects of the big cyber attack we had 6 years ago..."

"No amount of explanation or outright begging so far has proved fruitful."

What type of role?

Problems we help solve

User Education

- Security initiatives
- Technology changes
- System upgrades

NATIONAL CYBERSECURITY ALLIANCE

Problems we help solve

Security Education & Awareness

- Human Risk Management
- Regulatory compliance
  - Training
  - Proactive/Reactive
  - Audit

Text me the bank details or else...
Don't fall victim to AI voice cloning.
Create a safe word at your workplace today.
Stay Safe Online.org

NATIONAL CYBERSECURITY ALLIANCE

Problems we help solve

Incident response

- Executive Briefings
- Employee communications
- Interface with crisis communications
- Customer communications
- Partnering with legal

NATIONAL CYBERSECURITY ALLIANCE

Problems we help solve

- Chief of Staff
- Board Presentations
  - Storytelling

NATIONAL CYBERSECURITY ALLIANCE

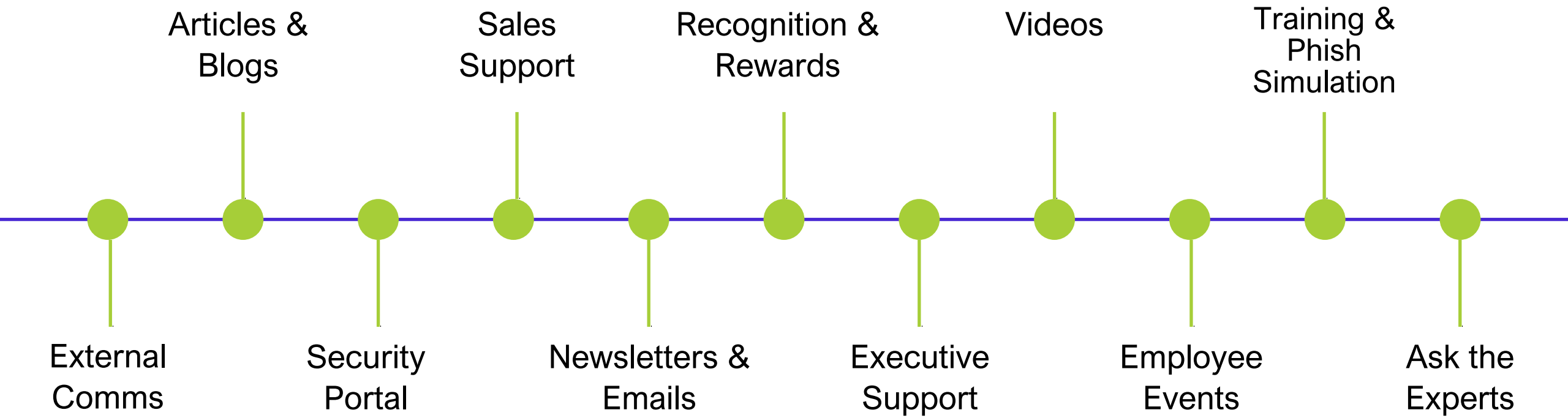
Problems we help solve

Thought Leadership & Promotion

- Media Relations & PR
- Brand Protection
- Supporting Sales

NATIONAL CYBERSECURITY ALLIANCE

Tactics


Articles & Blogs
Sales Support
Recognition & Rewards
Videos
Training & Phish Simulation
External Comms
Security Portal
Newsletters & Emails
Executive Support
Employee Events
Ask the Experts

How do I find this person?

What to look for

- Hire a creative with curiosity
- Hire for traits, not technical skills
- Business acumen

Candidate Criteria

- 🗣️ Strong Verbal, Writing & Editing Skills
- 🎯 Audience Adaptability
- 🧠 Strategic Thinking
- 🚨 Crisis Comms Experience
- 🤝 Team Player

Sample job description and more!

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Qualities to Consider

- Emotionally Intelligent
- 🔍 Curious and Inquisitive
- 🧘‍♀️ Calm Under Pressure
- 🔦 Proactive
- 👬 Collaborative
- 🛡️ Ethical and Discreet
- Comfortable in the Grey

Sample job description and more!

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What this person isn’t

They don’t “make it pretty”

- Not a graphic designer
- Not an animator
- Not an illustrator

But they can give direction to a creative!

NATIONAL CYBERSECURITY ALLIANCE

How do find this person?

- Partner with comms to explore sharing a resource
- Invite Communications or Marketing to sit in on interviews
- Review candidate's portfolio of writing samples

What if I don’t have budget?

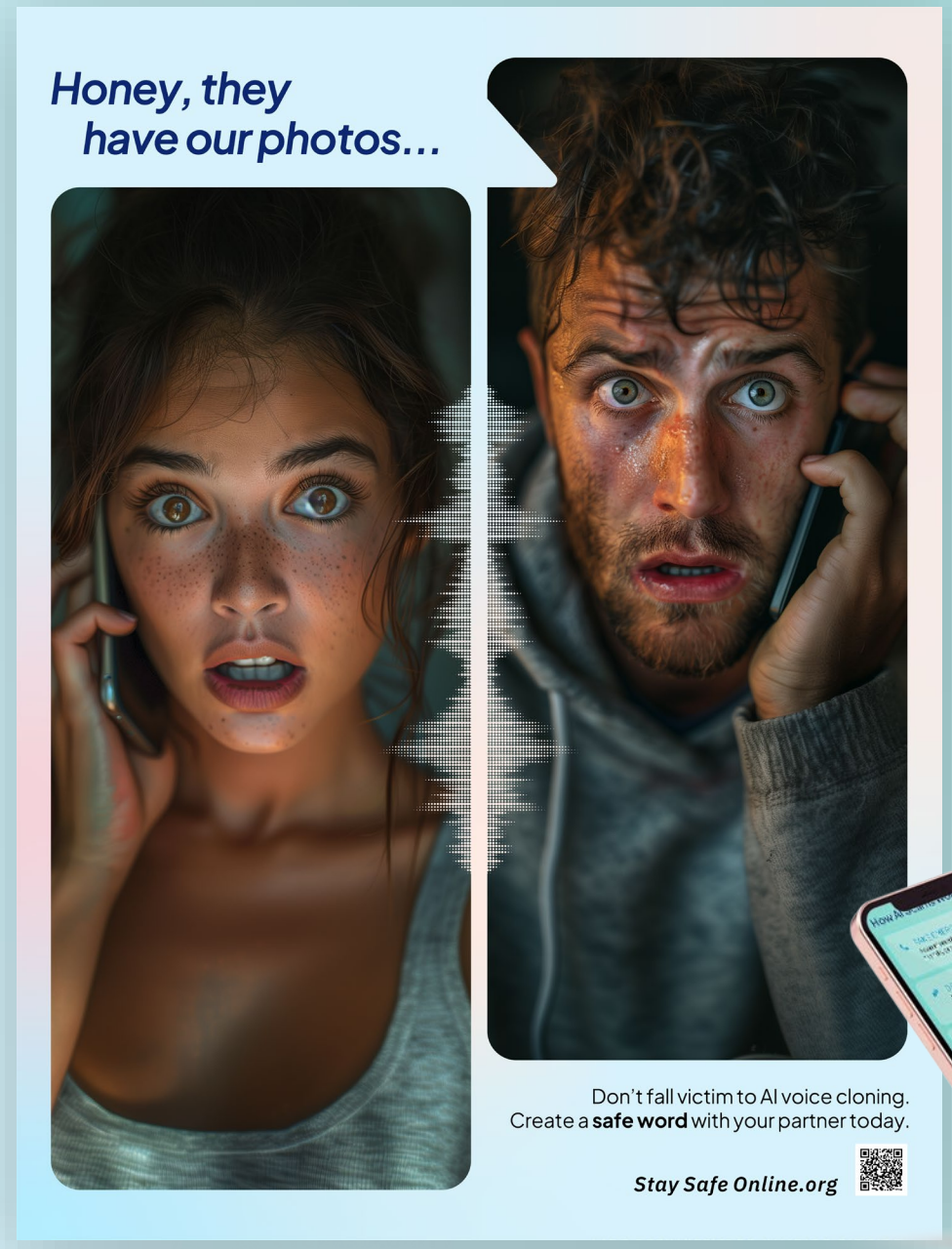
What can I do instead?

- Find a mentor
- Leverage a nonprofit for external comms
- Utilize the NCA campaign kits
- Send a techie to a conference
- Establish a security tone of voice (we have one!)

Apply What You Have Learned Today

- Next week you should:
  - Assess your need for a communications person on the team
- In the first three months following this presentation you should:
  - Connect with your Communications/Marketing Department to determine the approach and tone of voice
- Within six months you should:
  - Successfully leverage NCA free resources and events

AI Fools


Honey, they have our photos...
Don't fall victim to AI voice cloning.
Create a **safe word** with your partner today.
Stay Safe Online.org

Scammers only need 30 seconds of audio/video to create fakes
Listen to More Examples
How AI Scams Work
FAKE EMERGENCY CALLS
Scammers mimic voices of family, friends, or bosses
Who needs a Safe Word?
Human vs AI
Accident

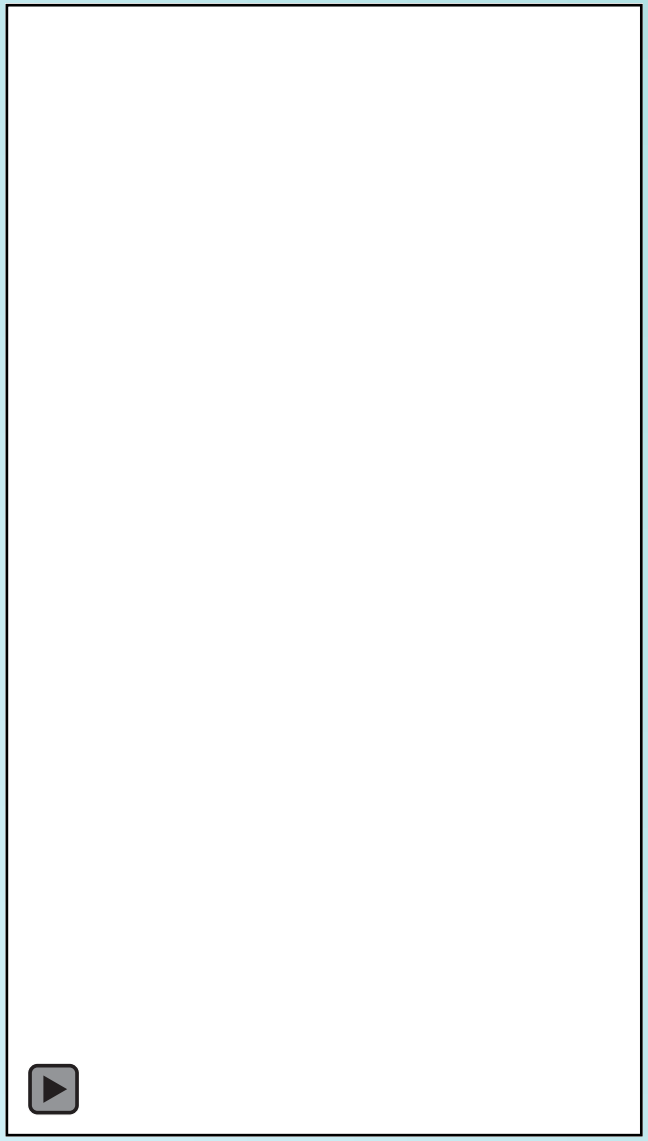
Safe Words

In April 2025, NCA launched a new campaign on AI-enabled scams and the importance of creating a safeword to avoid falling victim to phone scams. The campaign featured a free toolkit, which has been downloaded over **1,900 times**.

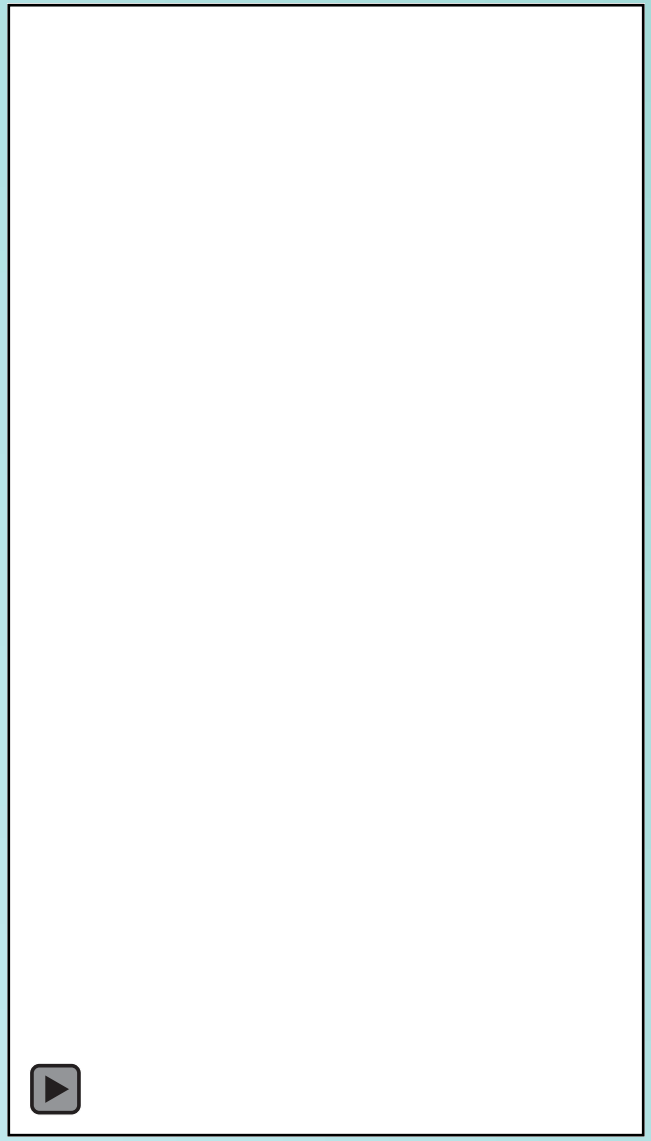
The campaign pages received over **25,000 pageviews** from **11,000 individuals**. Of that, the Create a Safeword landing page alone had 6,400 pageviews from 3,779 users in just one week!

NCA also launched radio and outdoor ads in Washington, DC that were estimated to have received **1,125,000+** impressions.

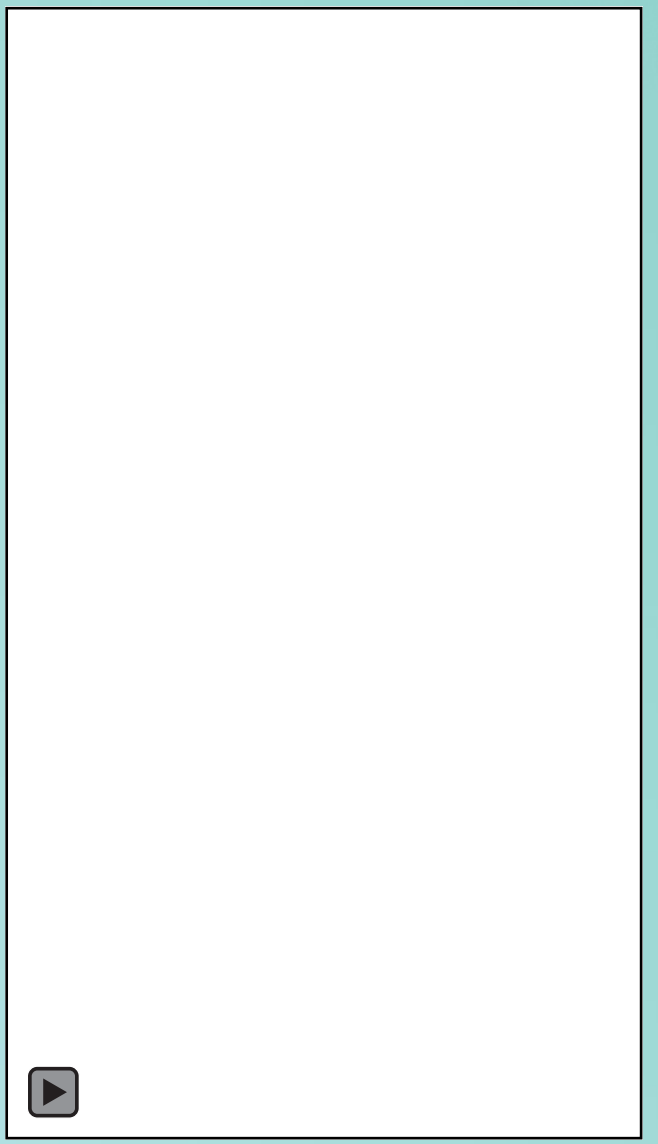
Honey, they have our photos...
Don't fall victim to AI voice cloning.
Create a safe word with your partner today.
Stay Safe Online.org
THE WHARF
INFORMATION
Emergency
where DC
pitches in
THE WHARF



PHOTOS



ACCIDENT



MFA

THEN & NOW

Aging Adults Workbook

COMING SOON...

This spring, NCA will launch a new campaign to teach older adults about online safety. Through a workbook, available virtually and physically, we'll guide older adults and their caretakers through the simple steps they can take to stay safe online and avoid online scams.

Questions?

Let the world know you're a Bad MFA'er!

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One Community.

Thank You